

**What is claimed is:**

1. An advertisement device for direct mail delivery to a recipient, comprising: a synthetic panel, having a back side, a front side, at least one of said back side and said front side adapted to receive delivery information, and a thickness sufficient to maintain integrity of the synthetic panel.
2. The device of claim 1, wherein the delivery information is printed directly on a surface of said front side or said back side of said synthetic panel.
3. The device of claim 1, wherein said delivery information is preprinted on a separate mailing labeled and applied to a surface of said front side or said back side of said synthetic panel.
4. The device of claim 1, wherein said synthetic panel comprises a theme related to at least one of a product and a service.
5. The device of claim 4, wherein said synthetic panel has at least one of a printed pattern related to the theme of the product or the service, and a cutout embedded in said synthetic panel related to the theme of the product or the service.
6. The device of claim 5, wherein said cutout is die cut.
7. The device of claim 5, wherein said cutout is knife cut.
8. The device of claim 5, wherein said cutout is implemented when said synthetic panel is molded.
9. The device of claim 5, wherein said cutout follows an outline of the print pattern.
10. The device of claim 5, wherein the printed pattern comprises at least one of a name, a word, a symbol, a phrase, a term, a logo, a design, a picture, an emblem, and a scene.
11. The device of claim 10, wherein the printed image is multicolored.
12. The device of claim 10, wherein the design comprises at least one of an advertisement, a trade name, a trademark, and a service mark.
13. The device of claim 10, wherein the printed pattern is substantially the same on the front and back of said synthetic panel.
14. The device of claim 10, wherein an ink is used to print said printed pattern, and said ink comprises an anti-microbial agent.
15. The device of claim 1, wherein said synthetic panel comprises a coating on at least one surface thereof, and said coating includes an anti-microbial agent.

- 5

- 5

43. The method of claim 41, further comprising applying a coating to at least one surface of said synthetic panel, said coating comprising an anti-microbial agent.
44. The method of claim 43, further comprising applying said coating to substantially all surfaces of said synthetic panel.
- 5 45. The method of claim 33, further comprising attaching the device to a surface.
46. The method of claim 45, wherein attaching the device to a surface comprises at least one of removably attaching and permanently attaching.
47. The method of claim 33, further comprising implementing a mechanism associated with said advertising device for holding said advertising device with respect to a surface.
- 10 48. The method of claim 37a, wherein said mechanism for holding said advertising device with respect to a surface is a hole in said advertising device.
49. The method of claim 48, wherein said hole includes a grommet.
50. The method of claim 47, wherein said mechanism for holding said advertising device with respect to a surface is a hanging extension.
51. The method of claim 33, further comprising implementing a mechanism on said advertising device to carry another item.
52. The method of claim 51, wherein said mechanism to carry another item comprises adhesive to adhere said another item to said advertising device.
53. The method of claim 51, wherein said mechanism to carry another item comprises shrink wrap or overlaminating material to hold said another item to said advertising device.
- 20 54. The method of claim 51, wherein said another item is a coupon, a business card, a credit card, or a refrigerator magnet.
55. An advertisement device system for direct mail delivery to a recipient, comprising:
  - (i) a synthetic panel, having a back side, a front side, at least one of said back side and said front side adapted to receive delivery information, and a thickness sufficient to maintain integrity of the synthetic panel; and
  - (ii) means for applying delivery information on said front side of said synthetic panel.
- 25 56. The system of claim 55, wherein said means for applying the delivery information comprises at least one of silk screening, sheet fed printing, web offset printing, web letter press printing, gravure printing, and ink jet printing.
- 30

57. The system of claim 55, wherein said means for applying the delivery information comprises preprinting the delivery information on a separate mailing label and applying the label to said front side or said back side of said synthetic panel.
58. The system of claim 55, wherein said synthetic panel comprises a theme related to at least one of a product and a service.
59. The system of claim 58, wherein said synthetic panel has at least one of a printed pattern related to the theme of the product or the service, and a cutout embedded in the synthetic panel related to the theme of the product or the service.
60. The system of claim 59, wherein an ink used for said printed pattern includes an anti-microbial agent.
61. The system of claim 59, wherein said cutout is die cut.
62. The system of claim 59, wherein said cutout is knife cut.
63. The system of claim 62, wherein said cutout is implemented when said synthetic panel is molded.
64. The system of claim 59, wherein said cutout follows the outline of the print pattern.
65. The system of claim 55, further comprising a means to attach the device to a surface
66. The system of claim 65, wherein the attachment means comprises at least one of an adhesive, double sided tape, a loop fastener, a pile fastener, a magnet, magnetized sheeting, magnetic tape, a screw, a snap, and fastening tape.
67. The system of claim 66, wherein the device is at least one of removably attached and permanently attached.
68. The system of claim 55, wherein a synthetic material used for making said synthetic panel includes an anti-microbial agent.
69. The system of claim 55, wherein said synthetic panel further comprises a coating on at least one surface thereof, and said coating includes an anti-microbial agent.
70. The system of claim 69, wherein said synthetic panel comprises said coating on substantially all surfaces thereof.
71. The device of claim 55, wherein said synthetic panel includes a mechanism for holding it with respect to a surface.
72. The device of claim 71, wherein said mechanism for holding said synthetic panel with respect to a surface is a hole in said synthetic panel.
73. The device of claim 72, wherein said hole includes a grommet.

- 5      74.      The device of claim 71, wherein said mechanism for holding said synthetic panel with respect to a surface is a hanging extension.
75.      The device of claim 55, wherein said synthetic panel includes a mechanism to carry another item.
76.      The device of claim 75, wherein said mechanism to carry another item comprises adhesive to adhere said another item to said synthetic panel.
77.      The device of claim 75, wherein said mechanism to carry another item comprises shrink wrap or overlaminating material to hold said another item to said synthetic panel.
78.      The device of claim 75, wherein said another item is a coupon, a business card, a credit card, or a refrigerator magnet.